In the Specification:

Please amend the specification by changing the paragraph beginning at page 24, line 12, as indicated below:

> For further explanation, Figure 5 sets forth a flow chart illustrating an additional exemplary method for delivering interactive non-intrusive advertising content that includes receiving 402 one or more designation signals, wherein each designation signal represents an instruction to designate an item having associated non-intrusive interactive advertising content. The method according to Figure 5 also includes responding to receiving each designation signal by designating (408) singly, as a currently designated item (406), each of a multiplicity of items (410) having associated non-intrusive interactive advertising content. That is, items currently displayed are designated one-by-one in turn, with highlighting, rectangles surrounding the items, tooltip text describing the items, and so on, as a user operates a remote control repeatedly to send designation signals one after another to the television. In other words, as the user repeatedly presses a button on the remote control, the television steps from one item to the next, indicating visually for each in turn that it.

Please amend the specification by changing the paragraph beginning at page 25, line 23, as indicated below:

> Logically designating an item typically includes setting a designation data element in advertising data for the item. In Table 2, for example,

ItemID	screenRegion	Link	Displayed	Designated	Text
001	-------	-------	-------	-------	-----
002	5 10 5 20 10 10 10 20	www.ibm.com/ cgi/aScript.cgi? itemID=002	YES	YES	-----
003	-------	-------	-------	-------	-----
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Table 2

the item identified by itemID = 002 has its 'Designated' field set to 'YES,' indicating that that item is currently designated. In systems supporting one-by-one designation of items, the item currently designated when a selection signal is received typically is identified as the selected item. This is the case in the example of Figure 5, where identifying 308 the selected item 316 is carried out by identifying the currently designated item 4076 as the selected item. In such embodiments, it is therefore preferred to designate only one item at a time. It is therefore also usual in such embodiments, upon receiving a subsequent designation signal, to reset a previous logical designation to NO or FALSE before setting a next item's logical designation to YES or TRUE.